



BTI Most Recommended Law Firms 2022

The Firms Top Legal Decision Makers Recommend Above All Others



Client Recommendations Drive More Inbound Leads Than Any Other Vehicle

Virtually every top legal decision maker talks to a peer for recommendations when first thinking of hiring a new law firm. Or they remember the glowing remarks a peer shares during a conversation. Either way – unsolicited peer recommendations drive hiring as no other activity can. More than 2/3 of these decision makers hire the first firm recommended – even on one unsolicited recommendation – such is the power of the unsolicited recommendation.

Why They Carry So Much Weight

Every recommendation a trusted peer offers is a personal endorsement. It stands behind the type of provider — the commitment, service, quality, and demeanor — you are willing to entrust to a peer — from whom they would expect the same.

Only Unsolicited Recommendations Matter

Note the emphasis on unsolicited. The type of recommendation matters to potential clients and you. Unsolicited recommendations mean clients stick their necks out for you without you ever asking. You earned this recommendation on your own. You didn't ask for it. (BTI asked corporate counsel, "Which law firm do you recommend to your peers?" Most other researchers ask, "Do you recommend Firm ABC?"). The answer to the first question is the highest standard.

And, Why Unsolicited Recommendations Matter Now More Than Ever

Turnover at law firms and clients is at a record high. Clients are inheriting law firms — while partners try to bring over relationships. New is meeting new — causing clients to ask a lot of questions about firms with less than superior service.

Clients tell us few law firms work to understand the new GC's expectations and preferences — so there is a high chance firms are off target — and likely send the unintended message they are indifferent to the new regime.

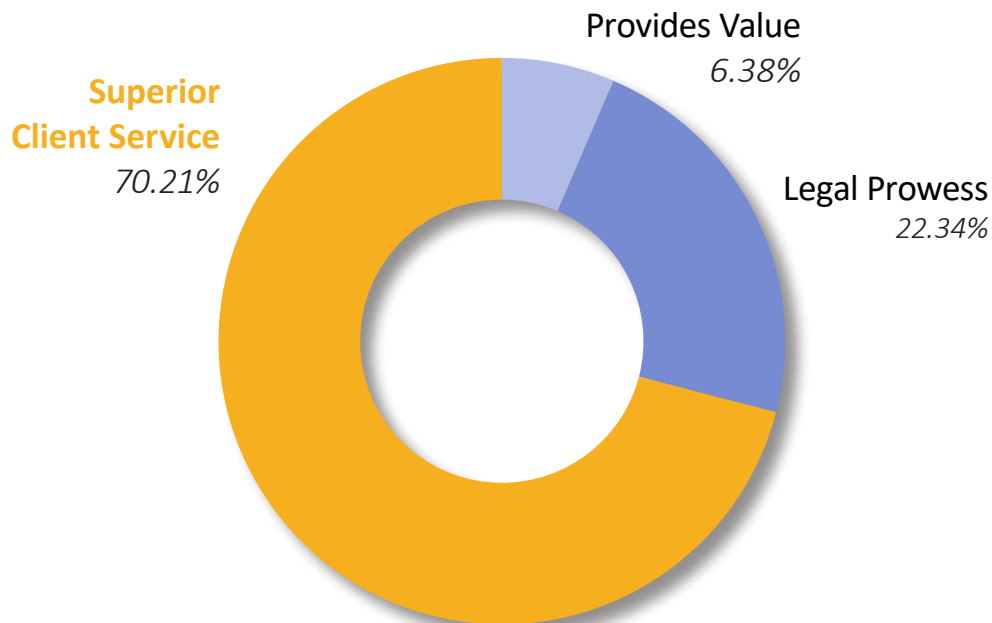
Client Service Sparks Client-to-Client Law Firm Recommendations

Earning the Coveted Unsolicited Client Recommendation

Superior client service is consistently the leading driver of law firm recommendations by General Counsel. 70% of these clients point to superior client service as the reason behind the unsolicited recommendation — 3.5 times more often than any other single factor. Note how lower-cost accounts for only 6% of clients.

It's the Business Risk

Fully 40% of the top legal decision makers include the ability to understand their business as a key component of client service. These clients have learned the law firms with the skill to assess the business risk quickly come up with a better outcome.



Why do you recommend this law firm to your peer?

Based on more than 340 in-depth interviews with top legal decision makers conducted between March 2022 and September 2022, each of whom answered the question.



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BTI Most Recommended Law Firms



The Most Recommended Law Firms

We congratulate this exclusive group of 9 law firms. These firms stand out above all others — gaining more unprompted recommendations from legal decision makers than other law firms.

These firms exceed client expectations consistently and demonstrate deep business understanding.

★★★★ Law Firms Most Recommended by Legal Decision Makers

Faegre Drinker
Gibson Dunn
Jones Day
Latham & Watkins
Littler
McGuireWoods
Ogletree Deakins
Reed Smith
Ropes & Gray

Highly Recommended Law Firms

We congratulate the 27 law firms highly recommended this year in an unprompted manner.

These firms provide superior client service, demonstrating a culture driven by client focus and understanding clients' business.

★★★ Law Firms Highly Recommended by Legal Decision Makers

| | |
|-------------------|-----------------------|
| ArentFox Schiff | Kilpatrick Townsend |
| Baker Donelson | King & Spalding |
| Ballard Spahr | Kirkland & Ellis |
| Day Pitney | Morgan Lewis |
| DLA Piper | Norton Rose Fulbright |
| Fish | O'Melveny |
| Fisher Phillips | Paul Hastings |
| Foley | Polsinelli |
| Gordon & Rees | Sheppard Mullin |
| Greenberg Traurig | Shook, Hardy & Bacon |
| Hogan Lovells | Skadden |
| Jackson Lewis | Sullivan & Cromwell |
| Jenner & Block | Weil |
| Jones Walker | |

Frequently Recommended Law Firms

Congratulations to the 77 law firms frequently recommended by corporate counsel this year.

These firms separate themselves by exceeding client expectations, earning the coveted unprompted client recommendation.

★★ Law Firms Frequently Recommended by Legal Decision Makers

| | |
|-------------------------------------|--|
| Alston & Bird | Dechert |
| Arnold & Porter | Desmarais |
| Baker Botts | Dickinson Wright |
| Baker McKenzie | Dority & Manning |
| BakerHostetler | Dowd Bennett |
| Balch & Bingham | Duane Morris |
| Barnes & Thornburg | Fabiani Cohen & Hall |
| Barris, Sott, Denn & Driker | Finnegan |
| Bartlit Beck | Flaster / Greenberg |
| Burns & Levinson | Foland, Wickens, Roper, Hofer & Crawford |
| Butler Snow | Foley Hoag |
| Carlton Fields | Fox Rothschild |
| Carmody | Freeborn |
| Carpenter Lipps & Leland | Goodwin |
| Clifford Chance | Hedrick Gardner |
| Constangy, Brooks, Smith & Prophete | Henson Efron |
| Corr Cronin | Hinckley Allen |
| Covington | Hinshaw |
| Cravath | Holland & Knight |
| Crowell | Hueston Hennigan |
| Davis Polk | Hunton Andrews Kurth |
| Davis+Gilbert | Husch Blackwell |

Frequently Recommended Law Firms

Congratulations to the 77 law firms frequently recommended by corporate counsel this year.

★★ Law Firms Frequently Recommended by Legal Decision Makers

| | |
|-----------------------------|------------------------------|
| K&L Gates | Porter Wright |
| Keegan Werlin | Proskauer |
| Kelly IP | Quarles & Brady |
| Kenney & Sams | Quinn Emanuel |
| Lightfoot, Franklin & White | Riley Safer Holmes & Cancila |
| Marshall Dennehey | Robins Kaplan |
| Mayer Brown | Saul Ewing Arnstein & Lehr |
| Maynard Cooper & Gale | Seyfarth |
| McDermott Will & Emery | Shearman & Sterling |
| McLane Middleton | Sidley |
| MinterEllison | Sills Cummis & Gross |
| Mintz | Susman Godfrey |
| Moore & Lee | Troutman Pepper |
| Nelson Mullins | Wheeler Trigg O'Donnell |
| Nutter | Williams & Connolly |
| Paul, Weiss | Womble Bond Dickinson |
| Perkins Coie | |



Methodology and Approach

Methodology and Approach

2022 Survey Participant Demographics

BTI Most Recommended Law Firms 2022 draws on data collected in BTI’s ongoing Annual Survey of General Counsel. This study includes between 50% and 55% of companies participating in prior years. This approach provides for accurate analysis of longitudinal trends while simultaneously allowing for insights into new, changing, and coming shifts in the legal market.

INTERVIEWS: 340 in-depth telephone interviews

TIME FRAME: Conducted between **March 2022** and **September 2022**

INCENTIVES: Contributors receive a complimentary report of legal benchmarks and metrics

Highest-ranking Legal Decision Makers

- General Counsel/Chief Legal Officer
- Direct Report to General Counsel
- Other Legal Decision Maker



No law firm submissions, self-referrals, firm referrals, suggestions, or payments are accepted for inclusion.



All interviews with top legal decision makers are confidential and anonymous, by company and person.



Probed more than 340 top legal decision makers at large organizations with \$700 million or more in revenue.



The *BTI Most Recommended Law Firms 2022* draws solely on in-depth, telephone-based interviews as part of BTI’s ongoing Annual Survey of General Counsel, now in its 20th year.



BTI is the sole sponsor of this research. BTI funds the research and controls the editorial content.

Representative of More Than 15 Industry Segments

Companies ranged in size from \$700 million in revenue to the largest companies in the world.

| | | |
|--------------------|------------------|-----------------------|
| Banking | Healthcare | Professional Services |
| Chemicals | High Tech | Retail Trade |
| Consumer Goods | Insurance | Telecom |
| Energy | Investment Banks | Transportation |
| Financial Services | Manufacturing | Wholesale Trade |
| Food & Agriculture | Pharma | |



About The BTI Consulting Group, Inc.

What We Do

For 30 years, we've successfully helped our clients strategically drive revenue, boost performance, attract and retain clients, develop more business in new and existing markets, and create enduring relationships with our data-driven customized programs and solutions tailored to meet each client's specific and unique needs.

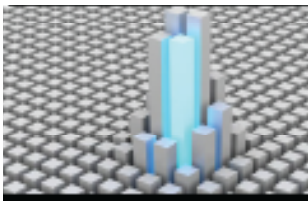
We examine the market from your client's perspective with a measurable, innovative, and high-impact approach.

From in-depth independent research to one-on-one interviews with C-suite executives, top legal decision makers and market leaders, our expertise and insight will help you understand — as well as benchmark — how clients acquire, manage, and evaluate their professional services providers.



Client Feedback Programs

We help you reveal powerful, defining client insights you simply can't get anywhere else through innovative, world-class feedback.



Business Development Training

We help you and your firm catapult your business development skills, culture, and mindset, fast.



Client Service Excellence

We help you redefine how clients think about you and your firm for the short and long term.



Market Research and Insightful Client-Centric Reports

Authoritative, innovative and practical advice from our research. BTI's client service rankings, brand health assessments, market forecasts, and more are the industry gold standard.

Leading-Edge Insights

Authoritative, innovative, and practical advice from our research

Law firms who would otherwise have little insight into corporate counsel hiring decisions, goals, law firm preferences, market positions, and detailed recommendations can now gain access to the same research used by the largest and best-performing firms in the world. The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

Our reports come with a 100% satisfaction guarantee and complete telephone support to help you maximize the value from our publications.

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Order Now

BTI Practice Outlook 2023: Target the New Work and Business Development Strategies for an Uncertain Economy

Guide your business development plans with precision straight from your clients — and your potential clients. Learn how they plan to divvy up their increase in outside counsel spending — and the tactics and tips to win the new business.



Order Now

BTI Litigation Outlook 2023: Legal Spending in the Uncertain Economy and Beyond

The spending surge is about to begin. Clients are poised to tackle their growing backlog of litigation — and take on the growing new caseload as well. This takes time and money — and the money is starting to flow to outside counsel. The *BTI Litigation Outlook 2023* is available now to help you decipher the new market dynamics and seize the opportunity.



Order Now

BTI M&A Outlook 2022: A Whole New World of M&A

M&A activity is about to set a record. You have only one source to map out the opportunities — the *BTI M&A Outlook 2022*. Get there first and learn exactly how clients are picking their M&A firms, dealing with all the firms getting into this market, and the industries where the action is.

Michael B. Rynowecer, Founder & President a.k.a. The Mad Clientist



For questions, research inquiries, and information about BTI's client feedback programs, market insight research, seminars, training, or workshops, please contact us by calling **+1 617 439 0333** or via email at **mrynowecer@bticonsulting.com**.

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